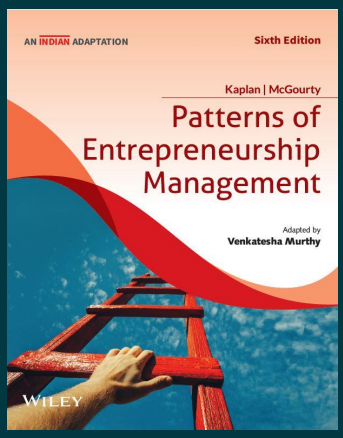
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Patterns of Entrepreneurship Management, 6ed (An Indian Adaptation)

By Jack M. Kaplan, Jack McGourty, Venkatesha Murthy

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Description

Patterns of Entrepreneurship Management, 6th Edition, is the essential roadmap for anyone interested in starting a new venture whether for-profit or social enterprise. Using its innovative “roadmap” approach, this practical guide enables students and aspiring entrepreneurs to design, execute, and maintain their business plan—covering every essential step of the entrepreneurial process, from turning an idea into a business model to securing funding and managing resources.

About the Author

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Jack M. Kaplan is an adjunct professor of entrepreneurial studies at Columbia Business School. During his career, Kaplan started and managed three successful companies, concentrating on smart card technology, health-care information systems, and loyalty marketing programs. He was president of Datamark Technologies, Inc.

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